

#nolimits
since 1899.

Audi sees the world with no limits.
Our pioneering spirit is at the heart of everything we do.

We have challenged the racing world since the early beginnings.
We set standards for the future by introducing the mid-mounted
engine design and the TDI turbo diesel engine technology.
We defined a new benchmark in handling and
performance with our quattro® permanent all-wheel drive.
Our philosophy of finding an answer before the question
is even raised has been driving us every single day.

We call it Vorsprung durch Technik.

www.audi.com.my

Audi Magazine

04.2015

Malaysia Edition

Audi Magazine

Audi TT Sportback concept / Audi quattro technology / A Chinese New Year Open Haus. The Audi way.

04/2015 MAS

The Audi TT Sportback concept:
Pioneering concept for an icon of design

Perfect for all conditions:
Audi quattro models meet every challenge

A Chinese New Year Open Haus. The Audi way.

Welcome to a world with #nolimits

A world where in every challenge lies an opportunity.
A world where in every impossible lives an innovation.
And where in every obstacle an idea awaits.
We thrive in this world of no limits.
We defy odds to create history.
Our pioneering spirit is at the heart of everything we do.

We call it Vorsprung durch Technik.

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editorial



Creating tomorrow.

At Audi, we're always at the forefront of achieving the impossible—making progress into the future of mobility. The future is not achieved instantaneously, but through an iterative process of refinement. When we first unveiled the self-driving Audi RS 7 Sportback in 2014 using the Audi piloted driving technology, it was the culmination of years of engineering effort. Read how the Audi piloted driving technology is about to change the way we drive on page 081.

We continue to innovate and to be leaders in automotive technology. At the heart of Audi is the legendary quattro® permanent all-wheel drive system. Despite being technologically superior, we've never stopped improving on it. With a new quattro® software that controls and manages the powertrain in the new Audi TT, it takes less than 10 milliseconds to retrieve and analyze data from seven control units. Read more about the new quattro software on page 031.

In Malaysia, we endeavour to engage with our customers more with exciting events. We just concluded the Audi Open Haus Chinese New Year celebration on 23rd February which gave customers the opportunity to take advantage of exclusive deals and partake in fun events nationwide. Read page 069 to learn more about Audi Open Haus. There are more special deals and exciting event in store later this year, so you haven't seen everything yet.

One of the biggest news for Malaysian Audi enthusiasts is the fact that we'll be bringing in the rivetingly sporty and dynamic new Audi TT. Each new version of the Audi TT has always been an icon in design, and this new one is no different. Sporting Audi's latest technology in illumination, quattro® permanent all-wheel drive, lightweight technology and more, it makes for a remarkable package. However, it's not the only thing that's new this year. We've got more surprises up our sleeves for you.

We thank you for your support and we hope you have an enjoyable read. Stay tuned for more from Audi.

Sincerely,
Euromobil Sdn Bhd

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drive

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Audi TTS Coupé fuel consumption urban/extra-urban/combined (in l/100 km): 9.3–8.3/6.1–5.9/7.3–6.8. CO₂ emissions combined (in g/km): 169–157, EU6.
Audi Q3 fuel consumption urban/extra-urban/combined (in l/100 km): 7.9–5.2/5.8–3.9/6.6–4.4. CO₂ emissions combined (in g/km): 153–114, EU6.
Audi SQ5 TDI fuel consumption urban/extra-urban/combined (in l/100 km): 7.6/6.4/6.8. CO₂ emissions combined (in g/km): 179, EU5.

move

045 **Mind over matter**
A sports psychologist explains the mental stress ski jumpers are subjected to in the Four Hills Tournament.

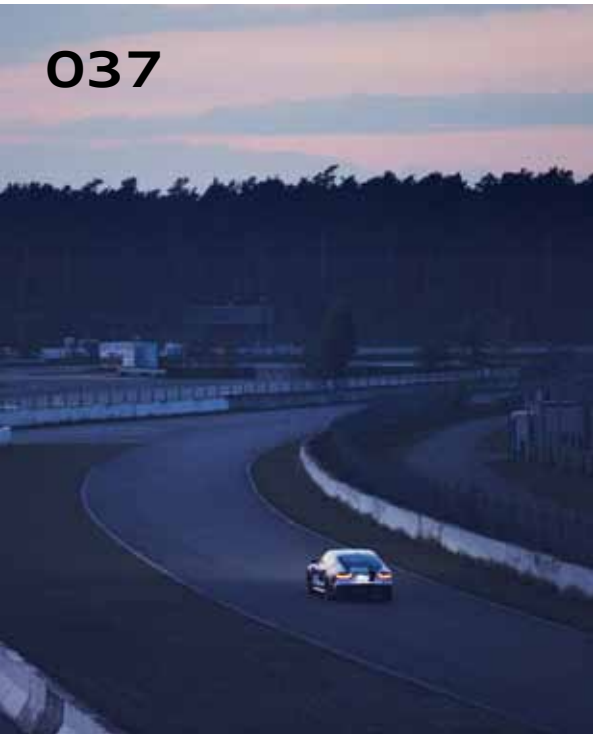
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Photos: Julian Baumann, Siegfried Modola, David Fischer, AUDI AG

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Audi Magazine Icon Guide



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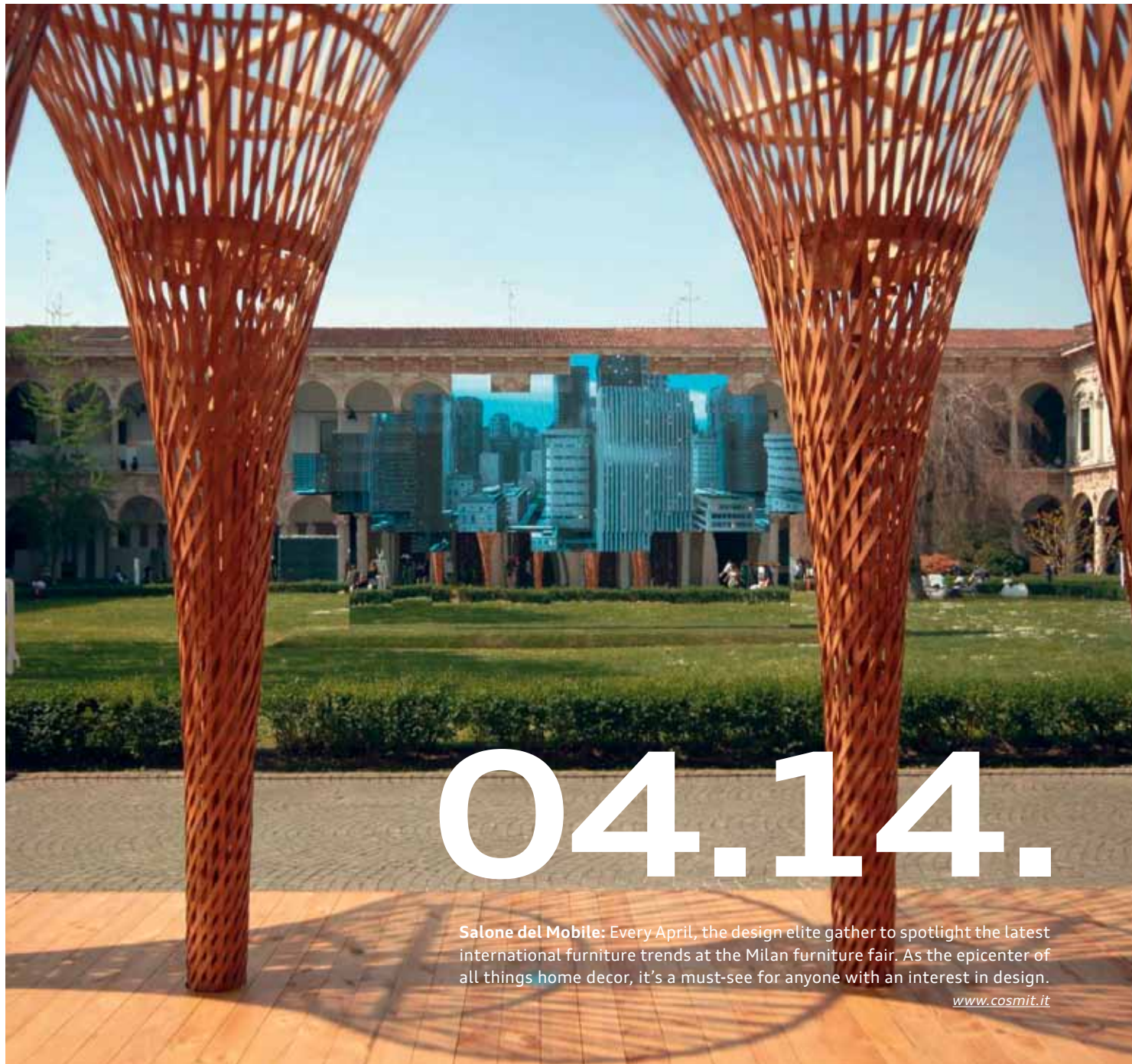
Background on the story can be found at ...



When you see this symbol, there is a video on the topic at www.youtube.com/audi.

up next

Let Audi give you an advance tour of the road ahead
with details of upcoming events, technical
innovations, pioneering thinkers and the
hottest designer products.



Salone del Mobile: Every April, the design elite gather to spotlight the latest international furniture trends at the Milan furniture fair. As the epicenter of all things home decor, it's a must-see for anyone with an interest in design.
www.cosmit.it



04.15.

Techno Classica: Once again, the showcase for vintage, classic and prestige automobiles, motorsport, motorcycles, spare parts and restoration will open its doors in Essen, Germany. And it promises to be jam-packed with highlights. The event is regarded as one of the biggest dates on the global calendar for lovers of cars from yesteryear.

www.siha.de

04.22.

Auto Shanghai: One of the planet's leading motor-ing exhibitions, the Shanghai Auto Show, is staged in China—a key market for the global automotive industry. Naturally, Audi will once again be represented at the event with a lineup of new and innovative advances to thrill international trade visitors.

www.autoshanghai.auto-fairs.com

Photos: Erika Martino; imago sportfotodienst; STUDIOKANAL

03.28.

Swatch Xtreme Verbier: This is already the second year Audi is sponsoring the Freeride World Tour—the event that is arguably snowsport in its purest, most spectacular and progressive form. Riders assail ungroomed slopes littered with rocks, gullies and trees. The sport's world champ is crowned at the big final in the Swiss resort of Verbier.

www.freerideworldtour.com

05.01.

DTM season start at the Hockenheimring: After clinching the manufacturer's title in 2014, Audi is out to add the 2015 DTM driver's championship honors to its trophy case in Ingolstadt and Neckar-sulm. The opening event is traditionally contested at Hockenheim. In a new twist to the formula this year, two races will be staged each weekend. What's more, Audi will be celebrating the launch of the Audi Sport TT Cup—a series featuring six events in Germany and Austria staged as part of the DTM's ancillary program (p. 10).

www.audi-motorsport.com



05.13.

Audi Festival of German Films: The Audi Festival of German Films is hosted by the Goethe Institute in Australia and screens a selection of award-winning, German-language movies with English subtitles at locations across the country. Last year, the movie Banklady (pictured above) was chosen as the audience favorite.

www.filmfestivalsaustralia.com



550 miles south

When the Audi A7 Sportback piloted driving concept—christened Jack by its developers—made its appearance in Las Vegas in early January, it had already driven 550 miles (roughly 900 kilometers) across the southwest of the United States in 48 hours. That might not seem like such a big deal until you take a closer look at the car’s surprising decals. Contrary to expectations, Jack wasn’t steered by “his” driver. Instead, “he” took over the controls whenever the driver wanted. Jack is impressive proof of the four rings’ latest evolutionary step toward maturing the technology that Audi calls piloted driving. On the trip from Silicon Valley in California to CES 2015, the Consumer Electronics Show staged in the desert metropolis of Las Vegas, the Audi A7 Sportback piloted driving concept took over virtually all the tasks associated with negotiating highways—independently changing lanes, accelerating, braking and even performing passing maneuvers. It was only after leaving the highways and entering heavy city traffic that Jack relinquished the steering wheel to “his” driver. As is the case every year at CES, what seems like science fiction today will almost certainly be science fact by tomorrow. www.audi.com/vdt

Photo: AUDI AG



For fans and drivers

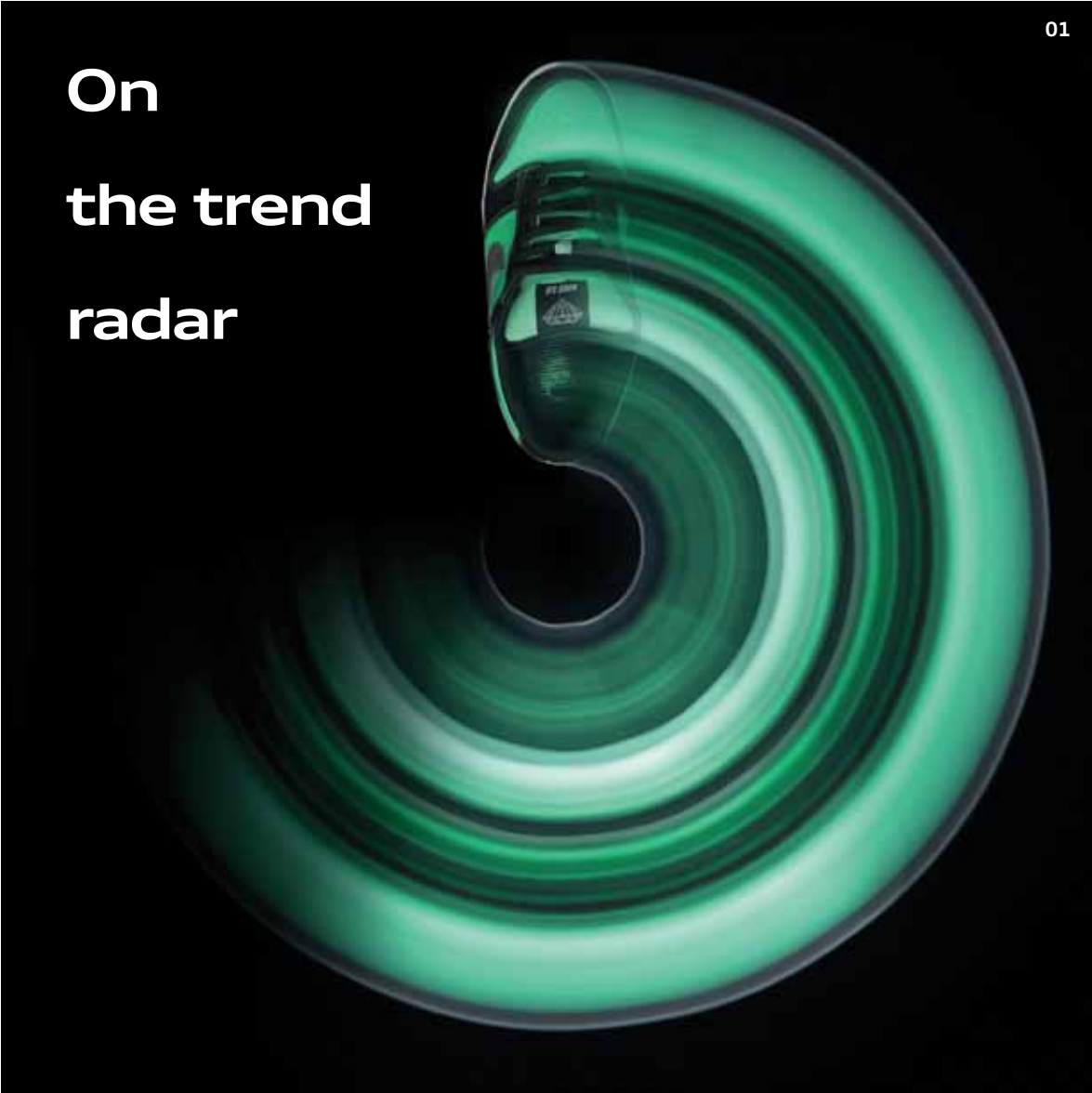


Six events, twelve races, 24 cars: Audi is launching a new motorsport series as part of the DTM. In honor of the new Audi Sport TT Cup, quattro GmbH has developed a new racing car—the TT cup. The racing version of the new Audi TT has 228 kilowatts of grunt under the hood to power a mere 1,125 kilograms around the circuit. What's more, at the touch of a button on the steering wheel, the push-to-pass function can briefly boost the output of the two-liter TFSI engine by 22 kilowatts. No fewer than 165 drivers from 30 countries applied to participate in the new one-make cup in the hopes of securing one of the 18 slots on the grid that quattro GmbH has available. A further six cockpits will be filled with rotating guest drivers. The series gets underway at Hockenheimring on the weekend of May 1–3, with the second set of races scheduled at Norisring from June 26–28.

www.audi-motorsport.com

Audi TT fuel consumption urban/extra-urban/combined (in l/100 km): 8.6–4.9/5.7–3.7/6.8–4.2; CO₂ emissions combined (in g/km): 156–110, EU6. Where stated in ranges, figures for fuel consumption, CO₂ emissions and efficiency classes depend on wheels/tires used.

Photo: AUDI AG



01. Eye cons: Dutch creative agency Reluct together with designer Joost van Brug photographed 24 iconic Nike sneakers as abstract motion blurs that are every bit as spellbinding as the dynamic sneakers themselves. www.joostvanbrug.com **02. Indie pendant:** Created by Italian designer Ferruccio Laviani, the FL/Y lamp is available in a rainbow range of colors and will shine a new light on any room. www.connox.com **03. Breathtaking:** With its invigorating mint flavor and whitening booster, contemporary toothpaste Marvis not only freshens breath but gives you extra reason to show off your pearly whites. www.marvismint.com **04. Time machine:** The Audi Blackline Chronograph boasts a rubberized bezel and matt DLC-coated stainless steel casing. Paired with the matching black rubber strap, which on the inside features the tire tread pattern of the original Audi Urquattro, it epitomizes timeless elegance. shops.audi.com **05. Look sharp:** Can't wait for summer? The Type 03 range of Sun Buddies sunglasses is de rigueur to dim that dazzle. www.sunbuddieseyewear.com **06. Footnotes:** These avant-garde Derby shoes with their striking contrasting green trims from the current Paul Smith collection put you a step ahead of the cool Britannia style curve. www.paulsmith.co.uk **07. Piggyback:** If you favor statement accessories, the stylish backpack from Porter-Yoshida is right choice. www.porter-yoshidakaban-europe.com **08. Bristle tips:** Made completely out of silicone, the ISSA electric toothbrush from Foreo effectively cleans and whitens to give your mouth a complete makeover. www.foreo.com **09. Miami advice:** Miami is regarded as a tropical paradise and urban playground. The Louis Vuitton City Guide lets you in on the coolest spots in this sunny cultural melting pot. www.louisvuitton.com



Photos: Joost van Brug, PR

Security Princess

Parisa Tabriz currently protects billions of Google Chrome users' data. The 31-year-old American with Iranian roots works at Google in Silicon Valley as a data security engineer heading up a group of 25 globally active hackers. She and her team identify and fix vulnerabilities on Google Chrome—whether on PCs, handheld devices, mobile phones or in cars. Of course, Parisa Tabriz loves her work but she was less enthused about the official job title. "It sounded so stuffy and formal." Which is why at Google she's known as the Security Princess—something "a lot less formal and, of course, slightly ironic." After all, she would rather impress with what she can do than with her business card. After graduating with a degree in computer engineering, she did an internship at Google in 2009 and then stayed on. Since then, the hacker extraordinaire has used her skills to stop black hats—criminal hackers—in their tracks. At the same time, she works to increase awareness among both programmers and users about online security issues. In the end, the whole worldwide web benefits.

www.asirap.net

Photo: Zach Gross

#nolimits to performance.

Audi sees the world with no limits.
Our pioneering spirit is at the heart of everything we do.

Our dedication to racing excellence has been proven in every decade from the early 1900s until today. From rally championships and setting records at Pikes Peak to dominating the 24 Hours of Le Mans. Becoming the first brand to win the World Endurance Race with a TDI diesel engine powered race car and then again with e-tron quattro® technology. Some of these race-proven technologies are available in our cars you drive home today.

We call it Vorsprung durch Technik.

www.audi.com.my



Audi Malaysia, a division of Volkswagen Group Malaysia Sdn Bhd (718267-U).

Permanent quattro

It seems there are some car drivers who consider slippery surfaces such as sand, mud or ice to be bad road conditions. Some complain of a lack of traction extreme gradients and bends. Others have quattro, the permanent all-wheel drive from Audi.

For some these are mountains, ...



WWW
↗

Washington County: Of the 6,293 square kilometers of Washington County in the U.S. state of Utah, 6,285 square kilometers consist of dry, in parts loose red sandstone mountains, cliffs, boulders and dust. Just eight square kilometers are water. This is where Hollywood westerns such as Butch Cassidy and the Sundance Kid were filmed. The roads between the few towns are long. Sounds inhospitable? Sounds like 6,285 square kilometers of quattro fun.



Audi Q3: Elegant and agile, compact yet spacious inside, efficient and expressive—that's the Audi Q3. Modern TFSI and TDI engines provide powerful propulsion, and the optional quattro brings the power efficiently to the road, no matter what the surface or gradient.

... for others an invitation.

Audi Q3 fuel consumption urban/extra-urban/combined (in l/100 km): 7.9–5.2/5.8–3.9/6.6–4.4. CO₂ emissions combined (in g/km): 153–114, EU6.

This isn't wetland, ...

Peace-Athabasca Delta: In the north-east of the Canadian province of Alberta, the Athabasca and Peace Rivers merge into the Slave River, forming a landscape of countless small and larger lakes, rivers and streams. It's a paradise for waterfowl and herds of bison. Roads are few and far between. A true challenge for a quattro. At last.

Audi A4 allroad quattro fuel consumption urban/extra-urban/combined (in l/100 km): 9.0–6.3/6.1–4.8/7.1–5.4. CO₂ emissions combined (in g/km): 164–139, EU5/EU6. Audi A4 fuel consumption urban/extra-urban/combined (in l/100 km): 12.4–4.8/7.7–3.5/9.4–4.0. CO₂ emissions combined (in g/km): 174–104, EU 5/6.

Audi A4 allroad quattro: Its increased ground clearance turns poor roads into wonderful scenic routes. The essence of the Audi A4 derivative is in its name: allroad. In the Audi A4 allroad quattro, permanent all-wheel drive is supported by electromechanical power steering and electronic stability control (ESC) with offroad detection. This varies the use of the electronics depending on the condition of the surface.

... it's a day out.

Newberry Mountains: Meet the western outreaches of the Mojave Desert near Newberry Springs in San Bernardino County, California. Volcanic rock formations, solidified lava streams, sand dunes and an average summer temperature of 42°C characterize this region, which is crossed by the National Trails Highway. Anyone who leaves it is advised to have plenty of water—and quattro—on board.

Some miss a road, ...

... others definitely don't.



Audi A5 Sportback: Raises the bar in agility and styling. The quattro permanent all-wheel drive with wheel-selective torque control and self-locking center differential in the Audi A5 Sportback delivers power to the wheels asymmetrically and dynamically, depending on the situation. The optional quattro with sport differential offers even more precise cornering thanks to torque vectoring.

Rocky Mountains: Wintry Arizona with the Colorado River and steep valleys is a challenge for any quattro driver to explore.

Some quit where others ...

... are only getting started.

Audi A6 Sedan: One of the most popular company cars. And one of the sportiest, too. Who says that business always has to be done in the office? So long as you've got quattro on board ...

quattro: An automotive masterpiece; revolutionized car driving and motor sport. Since its introduction in 1980, over six million customers have chosen an Audi with quattro, across all model ranges. It's the most successful permanent all-wheel drive in the premium segment. quattro is now available in 170 Audi models. "quattro is Audi, and Audi is quattro," says Prof. Ulrich Hackenberg, Member of the Board of Management for Technical Development at AUDI AG.

Steel and titanium, all the bolts, fasteners, ball bearings, gears, differentials, couplings and shafts that make up the quattro drive system, right through to the control software: Together, the components represent a technical work of art with compelling effects in terms of traction, dynamics and driving safety— soon to be joined by yet more efficiency.

Challenge: A call to engage actively in something, often in a sporting context and frequently associated with a certain degree of provocation. Challenges have an aggressive streak and are sometimes aired loudly and publicly—among boxers, for example. Courage and the will to win are inherent in them because challenges are often the expression of an individual mindset, issued against the established order and against leaders in a particular field.

To challenge, you need to be competent, experienced and focused. You don't challenge the second or third best. You measure yourself against the best. Challenges are only issued to those at the very top, who set benchmarks and are leaders in their field. It's the only way to get bigger and better. It's true for the challenger, but it's equally true for the challengee.

Growing with the challenge is part of the quattro philosophy. Pushing the limits, finding new roads to progress. A lot has happened since the Ur-quattro with its 50:50 bevel gear center differential. Today, the power is no longer simply distributed between the front and rear axles but also, thanks to the sport differential, between the wheels on the rear axle. Torque vectoring—or active management of torque between the wheels—makes for even more dynamic, even safer cornering. The new quattro software, the brain of the drive system, now makes it possible to integrate the all-wheel drive into Audi drive select and gives the driver even more setting options for an individual quattro experience (see article on page 28).

What an Audi driver has to bring to the party is the mindset to accept and even actively seek challenges. This motivation is not something an Audi dealer can supply. Audi can only provide the technology. But it's a technology that works perfectly under all conditions and opens up roads that remain hidden to others. Impressive proof of this is provided not least by strings of victories in motorsport, for example, in the Le Mans 24 Hours with the Audi R18 e-tron quattro. Yet the most conclusive evidence is delivered by the more than six million quattro models sold.

If you see the urban jungle as an adventure playground and snow as an enjoyable challenge, if you see a precipitous slope not as a mountain but as the next level, as you sense the stress giving way to pure driving pleasure, that's when you'll understand and truly feel the quattro experience. Accept the challenge.

Welcome to the land of quattro.

//

Audi A6 Sedan fuel consumption urban/extra-urban/combined (in l/100 km): 9.8–4.7/6.0–3.8/7.4–4.2. CO₂ emissions combined (in g/km): 172–109, EU6.

More on the topic

The breathtaking landscapes presented in this article are not your everyday driving experience. To find out about other quattro challenges and for more technical information, go to:

www.audi.com/quattro

Photos: Bryce Duffy/Jonathan Pozniak/Gallery Stock; Jakob Wagner (2), AUDI AG



Presence. Redefined.

The new Audi A7 Sportback
rewrites the rules of refinement.
www.audi.com.my



On your marks,
get set,
go

Audi quattro begins a new chapter:
The new quattro software in the latest Audi TT intelligently connects
powertrain and suspension for even greater driving enjoyment and efficiency.

Patrick Morda (copy)

Fuel consumption and CO₂ emission figures for the Audi TT can be found on page 032.

6000

The quattro software automatically checks and calculates all relevant physical driving parameters 6,000 times a minute. That's 100 calculations per second.

While you are reading this line, statistically speaking you will have blinked four to five times. Each blink of an eyelid takes approximately 0.3 seconds, give or take a few tenths of a second depending on the individual. It's barely noticeable, and hardly measurable at all using normal instruments. During the incredibly short time it takes for an eye to blink, the new Audi quattro software calculates the vehicle's driving physics and all relevant data covering every aspect of the quattro drive system an astonishing 30 times. It needs just ten milliseconds to retrieve and analyze 121 bits of information from a total of seven control units and convert them into commands to the wheels.

Developed exclusively for the new Audi TT, the quattro software calculates torque distribution so precisely that just the right amount of torque is now applied directly to the rear wheels earlier and more frequently. The result is improved safety, enhanced vehicle dynamics—plus more fun behind the wheel. It's made possible because the new software is capable of assessing and calculating the vehicle's driving dynamics as well as the driver's intentions at any given moment to optimum effect. The software checks, computes and interprets all relevant data 100 times a second. To a greater extent than ever before, the program connects handling-related parameters such as steering angle >>

125755

A total of 125,755 lines of code were written for the vehicle dynamics controller alone, responsible for distributing the torque between the front and rear axles.

Fuel consumption and CO₂ emission figures for the Audi TT can be found on page 032.

1.5 g CO₂/km

The new efficiency mode made possible by the quattro software in combination with Audi drive select can save an extra 1.5 grams of CO₂ per kilometer.

and yaw rate—the vehicle’s angular velocity around its vertical axis in a bend—and links them with the all-wheel drive control system. What’s more, the quattro drive in the new Audi TT is now for the first time coupled with the Audi drive select vehicle dynamics system. The driver can choose between comfort, auto, dynamic, individual or efficiency settings to influence the quattro’s characteristics directly. As the necessary torque split can now be determined exactly in every situation, the distribution of power to the front and rear axles can be optimized. This has positive impacts on the efficiency of the powertrain, making additional savings of 1.5 grams CO₂ per kilometer possible in efficiency mode.

To ensure that the right torque is applied to the right axle and the right wheel at exactly the right moment, 125,755 lines of code were reprogrammed for activating what’s known as the vehicle dynamics controller alone. The controller evaluates the vehicle’s driving status and calculates the ideal torque split >>

121

For each of its 6,000 calculations per minute, the quattro software receives and processes 121 input signals from seven control units.

0.01s

In ten milliseconds, the quattro software checks the distribution of power to the four wheels. In other words: In the average time it takes an eye to blink, the quattro software has carried out roughly 30 calculations.

for each situation—all of which happens behind the scenes without any direct intervention on the part of the driver. The all-wheel control system ensures the perfect setting at all times, altering the flow of power even before the driver notices any slip or lack of grip.

The all-wheel software in the new Audi TT demonstrates the general trend toward greater connectivity and individualization in the vehicle—a trend that will significantly shape the quattro drive of the future, enhancing driving dynamics and traction while boosting efficiency. //



Using the new quattro software, the driver can for the first time influence the characteristics of the quattro drive system via Audi drive select.

Photo: AUDI AG

Audi TT fuel consumption urban/extra-urban/combined (in l/100 km): 8.4–4.9/5.5–3.7/6.5–4.2.
CO₂ emissions combined (in g/km): 151–110, EU6.

Open full day on Saturdays.

Now, you'll be able to service your Audi at your convenience.

To accommodate your busy schedule, we've now extended the operating hours of our service centres in the Klang Valley on Saturdays to a full working day. Make an appointment with us and bring in your Audi for quick repair work or maintenance.

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Audi Glenmarie **03-7688 7688**
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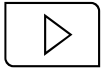
Services:
Audi express service, minor repair work & maintenance.



The invisible driver

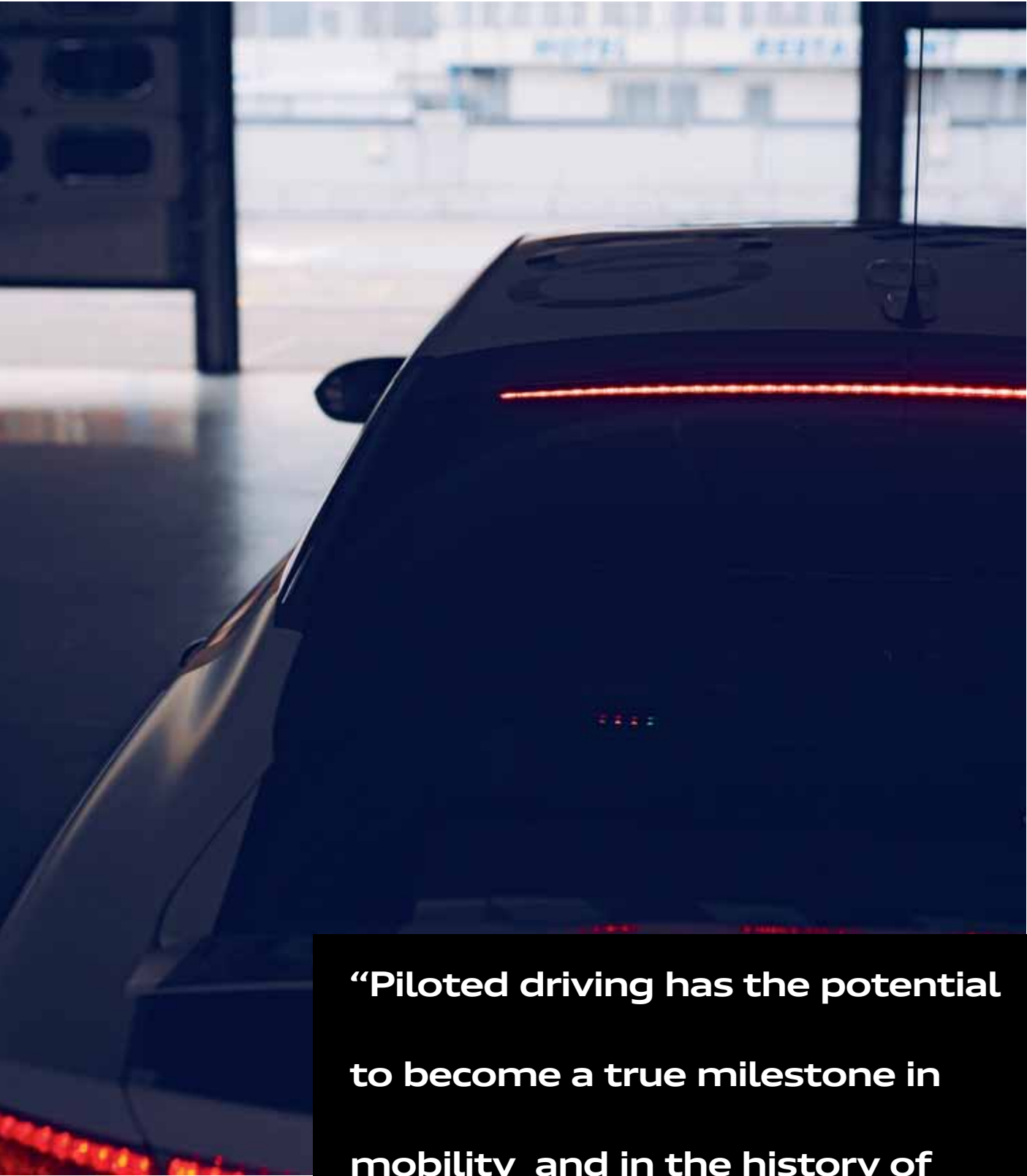
Call it the evolution of assistance systems or a revolution of the driving experience: At Audi, piloted driving is about to become a reality.

Patrick Morda (copy), Julian Baumann (photos)



www





The Audi RS 7 piloted driving concept vehicle, aka “AJ,” was built by Audi engineers to demonstrate the extremes: the performance of piloted driving under the most demanding conditions possible. Performance and safety dovetailing at full throttle. And what better setting for that...

“Piloted driving has the potential to become a true milestone in mobility and in the history of Vorsprung durch Technik.”

Luca de Meo, Member of the Board of Management for Sales and Marketing of AUDI AG

... than the racetrack? This is where Audi has been proving its cutting-edge technology capabilities for years. AJ brings all the muscle of an Audi RS 7 Sportback—560 horsepower—to the circuit. And AJ is identical to the series production vehicle in every other respect, too. With one exception: It doesn’t need anyone behind the wheel.

“The technology is the key to accident-free driving with even greater efficiency and comfort.”

Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development at AUDI AG



Audi RS 7 Sportback fuel consumption in l/100 km urban/extra urban/combined: 13.3/7.3/9.5; CO₂ emissions combined in g/km: 221, EU6.

Photo: AUDI AG

**“We are making the vehicle
more intelligent step by step
and shaping the megatrend
of piloted driving.”**

Ricky Hudi, Head of Electric/Electronic
Development at AUDI AG

All this is made possible by combining the assistance systems in the central driver assistance control unit known as the zFAS. This is where all the physical data comes together and is instantly and flawlessly translated into driving actions. Additional cameras and radio receivers in the car ensure...



**“Ultimately, the decisions and
consequently the responsibility
remain with the driver.
We won’t be taking the fun out
of driving for anybody.”**

Dr. Horst Glaser, Head of Chassis
Development at AUDI AG

... that everything in the Audi RS 7 piloted driving concept car runs like clockwork as it rounds the Hockenheimring. With impressive results: up to 240 kilometers per hour, lateral acceleration of 1.1 g and without deviating more than a few centimeters per lap from the ideal racing line. That is performance only top-tier racing drivers can hope to match—maybe.



Everything's on course: With piloted driving, Audi is headed straight for the automotive future.

We human beings feel good when we can make decisions. It boosts our self-confidence. It makes us feel secure and in control of our lives. But part of making decisions is the ability to delegate. Leaving certain decisions up to others in order to devote your attention to more pleasant or more important things is also a conscious choice. That is equally true of driving.

It's virtually impossible to estimate the number of decisions we make each second we spend behind the wheel of a car. How fast do I accelerate? How hard do I brake? Even today, our cars are already aiding us in our decisions as well as they can. Sometimes in obvious ways such as visual signals, and other times with unnoticed support—like ESP kicking in to slow or speed up the wheels when the driver begins to lose control.

Our ability to enjoy making our own decisions on the road becomes less enthralling when we're weaving through heavy traffic, where the constant stop-and-go demands our undivided attention. Making decisions can be hard work.

What if we could delegate the responsibility—and with it the stress—of everyday driving to a system that worked perfectly? An invisible copilot that never got tired, never lost concentration and always made just the right decisions?

That is exactly what Audi has been working on intensively for the last 15 years: making piloted driving a reality. Assistance systems including adaptive cruise control and active lane assist have long since proven their mettle in production models. They form the cornerstone of a development pyramid which is soon to culminate in piloted driving.

Audi was the first carmaker permitted to carry out test drives under real-world conditions on public roads in the US, in Nevada and Florida. It is already possible to connect the complex technologies of piloted driving so efficiently and intelligently that they take

up hardly any space in the car, add scarcely any additional weight and use virtually no extra energy. On the contrary; piloted driving will help ease the strain of driving and provide greater safety in road traffic while also solving infrastructural traffic problems. Traffic jams can be made a thing of the past by synchronizing driving data and ensuring that piloted cars are continuously connected with each other and with their surroundings. And smooth-flowing traffic also means less environmental impact, more fun behind the wheel and a more relaxing ride.

For Audi, piloted driving will be one of the prime engines of innovation in the coming years. It marks a logical, evolutionary step in the development of the automobile and a revolution in the experience of driving a car. And one thing is certain: If it's up to the engineers at Audi, the feeling of freedom and the fun of sporty driving will not be lost—because there's a choice. Piloted driving is not a "must," but something you "can" select. Audi will not be building robot cars; the driver will always remain at the center of decision making.

"Vorsprung"—a competitive edge—is not something you simply start out with. It's something you have to develop. We will live to see cars that drive automatically, that much is certain. And viewed in the right light, this is something we should definitely be looking forward to. //

Audi RS 7 piloted driving concept vehicle: driving at the limit but without a driver

Hockenheimring, October 19: Audi showed the world what is already possible with piloted driving. You'll find more in the Audi Magazine app and on the "Vorsprung durch Technik" online platform. www.audi.com/vorsprung-durch-technik



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Mind over matter

This season, Audi adds the men’s FIS Ski Jumping World Cup to the roster of winter sports events it sponsors, which includes the Alpine World Ski Championships, and is thus partner to the legendary Four Hills Tournament.

We give you a close-up of the imposing ski jumps and get a sports psychologist to explain how athletes conquer them mentally.

Hermann J. Müller (interview), Måns Berg (photos)



WWW

Innsbruck: As the Bergisel ski jump was completely rebuilt in 1964 for the Winter Olympics, this is officially regarded as its opening year. However, the first ski jumping competition took place here in 1927. The Tyrolean hill has been a firm feature of the Four Hills Tournament from its 1953 debut.



Garmisch: Built on Gudiberg in Garmisch-Partenkirchen, the Large Olympic Hill is the traditional New Year's ski jumping site and has been associated with the sport since 1921. As part of its most recent revamp in 2007, the impressive freestanding long start tower was added. It was here that Swiss jumper Simon Ammann set the hill record of 143.5 meters in 2010.



Oberstdorf: Ever since 1953, the Four Hills Tournament has kicked off on the Schattenberg ski jump. In addition to the large hill, the facility also has a normal hill and three smaller hills with plastic matting. Located at the foot of the hill, the Erdinger Arena has a stadium capacity of 27,000.



Bischofshofen: Held on Three Kings’ Day since 1953, the concluding Four Hills event leaps into action on Paul Ausserleitner hill in the Austrian town of Bischofshofen. The natural ski jump was built in 1941 and underwent an extensive upgrade in 2003.

The man behind Ammann



Dr. Hanspeter Gubelmann

Sports psychologist Dr. Hanspeter Gubelmann has counseled ski jumping high-flyer Simon Ammann since 1999. In our interview, he explains the make or break of ski jumping. Growing up in Hergiswil, Switzerland, Hanspeter Gubelmann (50) was always a sporty type. He first dreamed of becoming a gym teacher before turning to track and field, while studying sport and psychology. Right from his days as a sprinter, he realized that a winning performance was not just a question of physical fitness. “I was fastest when I wanted to be fast,” he explains. Although he has worked with top athletes as a sports psychologist since 1991, he initially only had a passing interest in ski jumping. “I once watched a Ski Jumping World Cup event in Engelberg because I happened to live near by.” When the Swiss national skiing association approached him in 1998 to take on counseling the ski jumpers, he was only really familiar with the Four Hills Tournament from TV. He remains in the position today, while also lecturing in sports psychology at the Swiss Federal Institute of Technology in Zurich.

Audi Magazine: Dr. Gubelmann, what do sprinters and ski jumpers have in common?

Hanspeter Gubelmann: Well, not that much to be honest (*laughs*)—aside from the fact that they are both athletes.

So how did you end up in this job?

It was largely by accident. At the time, not everyone on the Swiss national team was on the same page. Things weren’t going well. With team spirit and communications foundering, they weren’t producing results. Gary Furrer, who was the national head of the discipline, asked me if I would step in and help bring about cohesion. I thought to myself, sounds interesting, besides I’ve got nothing to lose. And then my story with Simon began ...

You mean four-time Olympic gold medalist Simon Ammann?

Yes, he was 17 at the time. When I first met him, I knew instantly—now that’s a talent to be reckoned with.

What hinted at his greatness as a ski jumper?

His fearlessness, his easy-going nature, his mischievousness—but above all else, whenever he jumped he held nothing back. He was as light as a feather, which was still an advantage back then. The golden rule used to be: A technically flawless in-run for a quick takeoff and then travel as far as possible on the descent.

So what’s changed?

Today, it’s far more about momentum. Modern jumps combined with the V-style have brought about far shorter in-runs. If you want to go the distance, you have to execute a faultless takeoff at exactly the right moment. This is a sport where you win or lose in the blink of an eye because the all-important takeoff is over in a couple of hundredths of a second. At that point, nothing less than perfection will do. There’s no coming back if you botch things.

Is that why ski jumpers are under a particular kind of pressure that you don’t find in other sports?

Exactly! Simon even says that 80 or 90 percent of the work that goes into a winning jump is mental. Of course, your physical condition, equipment and preparation have to be spot-on. After that, it’s mind over matter that counts. Over a five-set match, a tennis player can afford to occasionally let their concentration slip before getting back in the game. But a ski jumper has to nail it in that one moment.

In other words, your job is to mentally condition athletes for that moment.

Yes, but there’s more to it than that. In order for them to extend their careers for as long as possible, it’s vital that they are able to cope with setbacks and defeat. After winning his first two gold medals in Salt Lake City, Simon was really off his game for two or three years. Other top jumpers like Adam Malysz and Janne Ahonen also went through stages where things just wouldn’t gel. These barren periods are totally normal. The reality of sport at the highest international level is that the defeats outnumber the triumphs. You just have to find the mental resilience to keep bouncing back again each time you get knocked down. That’s why psychological support is so important.

Wouldn’t you expect highly trained, seasoned athletes to do that on their own?

Yes, with decathletes, for instance, it’s a different ball game altogether. They generally have thicker skins. But ski jumpers have long periods to chew over when they aren’t in training or jumping. And they tend to be of a more delicate disposition. Because they’re so focused on their momentum at the takeoff, they also tend to neglect the rest. Plus, you have to remember that they compete in winter when it’s cold and they often end up standing around for long periods before it’s their turn to jump—not exactly cheerful conditions.

Having the courage to push yourself down a precipitous ramp so that you can fly as far as possible through thin air must also be something of a mental hurdle. Is processing the risks also part of the psychological care you provide?

You’re wrong about that. Ski jumping isn’t a risky sport—football is far more dangerous.

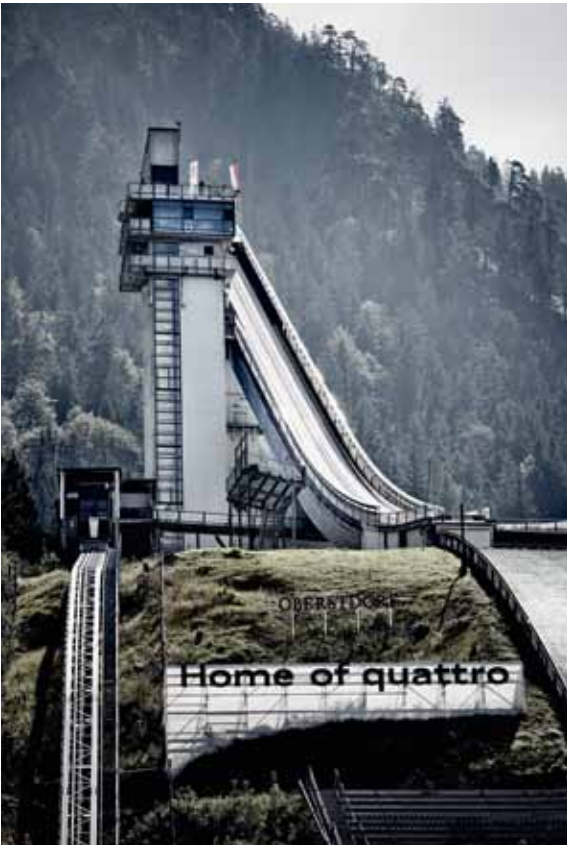
Are you being serious?

Yes, it’s true. The public sees it differently but that’s because most of us have never done anything remotely like it. Just about everyone’s played football, so there’s an understanding of

Photo: Valeriano di Domenico



Garmisch-Partenkirchen



Oberstdorf



Bischofshofen

where the risks of injury lie. But very few people have any idea of what ski jumping feels like and what happens to your body in the process. Ski jumpers get into the sport at a young age, flying off low hills. As they get older, the jumps get higher. It's a calculated risk, as long as external factors such as the wind are within an acceptable margin. Take, for example, Simon Ammann: In his long career, he's only fallen badly once, giving himself a concussion and a couple of scrapes. But while he was in-line skating, he once tore a ligament.

In other words, there aren't any major risks to ski jumping?

Not any more. Up until the nineties when the parallel jumping technique was still used, it was admittedly far more dangerous. But since the V-style has taken root, they're much more stable while airborne, allowing athletes to coordinate their jumps better. What's more, takeoff speeds have fallen dramatically. Ski jumpers used to be going at well over 100 kilometers per hour on takeoff. Now, the in-runs are much shorter so they don't get up to that kind of pace. Having said that, today's athletes fly further because they get more air lift. As a result, ski hills are also constructed differently now. Contestants glide down the slope, which means they are usually no more than two or three meters up in the air. Not that ski jumping is a walk in the park. Just remember Thomas Morgenstern's horrific crash. A few bad accidents like that can bring a champion's career to a premature end.

So you don't sit calming athletes' nerves and getting their heads straight before a competition?

No, at competitions they manage just fine on their own. Preparing them individually takes place beforehand. I spend most on my time on the ski hills filming their performances so that we can dissect them later and find out if they actually executed the strategies we agreed on or whether something else happened. I also keep a very close eye on coach-jumper interactions during competition. A coach's negativity can easily rub off on an athlete. And when we do the video analysis after a competition, I always make sure to finish off with a good jump. If you keep rubbing in the failures, that's all that sticks in the end.

What makes the Four Hills Tournament stand out for the jumpers? Are there special challenges?

Oh sure! For a start, there's the caliber of the event. It's regarded as highly as the World Championships or Olympics. Then there's how pressured it is. For most people, the end of the old year and the beginning of the new one is a quiet time. For professional sportsmen and women, the screws are on. And four big events in ten days, that really takes it out of you.

Is it really so stressful to jump off a hill a couple of times a day? It's not as if there aren't usually elevators to the top of the towers.

It pushes the athletes to their physical and mental limits. When Simon Ammann sits up there behind the start bar, it's all systems go. He already has a pulse of 180 before the in-run. He says he has to feel the blood pumping for it to go really well. Then comes the adrenaline rush of the jump itself, which keeps his

pulse pounding at 180 for a quarter of an hour. Do that to yourself a couple of times a day—factoring in all the hoopla and hype around the event—and you'll be pretty zonked by evening.

And one night's rest isn't enough to recover?

It's not quite that simple. Ski jumpers have a kind of on and off button. In competition, they're on. While still at the venue, it's hard to just switch off again. All the preparations, the media circus, the ceremony conferring the starting numbers, the pressure to perform well—it all just adds up. Simon only manages to come down from all that when he leaves the hill and goes for a jog or withdraws completely from the goings-on. And then two days later, the madness starts all over again at a completely different location.

Is one ski jumping hill really that different from another? Besides the architecture, they all look pretty much the same.

Oh yes, they are. In Garmisch-Partenkirchen in Germany, the facility has been completely upgraded so just about everyone is happy there. In contrast, Innsbruck is something of a special case because only the tower has been significantly revamped, while nothing has changed in the landing area. The wind conditions there are also weird. Bischofshofen is a bit of a boring ski jumping hill—not especially steep, it's more stretched out. And Oberstdorf is the most cutting-edge venue of them all—it's an ideal environment. I don't know a single jumper who doesn't love it there. Plus, it sets the tone for other competitions. If you're on form in Oberstdorf, you're good to go anywhere. Whereas, putting in a sterling

performance on the Bergisel hill won't necessarily translate into success elsewhere.

Although Simon Ammann has collected four Olympic gold medals, he's never won the Four Hills Tournament. Do you think this might be his year?

There's every chance. He's got just what it takes, but these days the number of outstanding jumpers is huge. There are just so many who could easily take it. It's impossible to name a favorite.

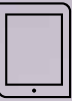
Thank you for talking with us, Dr. Gubelmann.

//

Audi expands its support for skiing

Starting from the 2014/2015 season, Audi is backing the FIS Cross Country World Cup, the men's FIS Ski Jumping World Cup, including the Four Hills Tournament (December 28, 2014 to January 6, 2015), as well as the 2016 and 2018 FIS Ski Flying World Championships. This means that the four rings will not only remain a strong presence at winter sports events but also maintain the brand's close cooperation with the International Ski Federation (FIS). Audi is already the title sponsor of the FIS Ski World Cup and the FIS Ski Cross World Cup as well as a partner to the FIS Nordic Combined World Cup. The brand will be accompanying the next two stagings of the FIS Alpine World Ski Championships in 2015 and 2017 as presenting sponsor. As in many previous years, the carmaker is also continuing to provide assistance to athletes in 16 national skiing associations.

www.fis-ski.com



In God’s Country

What do the deserts of southwestern California sound like? Dusty and dry, they conjure up western movies, are filled with wild stories and the strains of country music. The Joshua Tree by U2. And, of course, the unmistakable sound of the Audi SQ5 TDI.

Sabine Cole (copy), Rouven Steinke (photos)

Shade is a precious commodity here, where the Mojave and Colorado Deserts meet. Trees are bare or only have very narrow leaves—the climate is simply too hot and dry for foliage. Buildings that would normally provide some shade are few and far between. And when you do come across one, it’s too low and the sun stands too high in the sky. So if you want to stand in the shade, you better be thinner than the trunk of a palm tree. Here’s our first rule of travel to this region: Note that patches of shade in the Mojave Desert are rarely wider than 50 centimeters! Just in case there aren’t any palm trees around, it’s better to wear a hat with a wide brim. Temperatures regularly top 100 degrees in the shade and, as already mentioned, shade is hard to come by. One hundred Fahrenheit is the equivalent of around 38 degrees Celsius. “A hundred—that’s actually kind of nice,” the people here say. In other words, it’s still pretty bearable— and doesn’t start getting uncomfortable until you hit 120 degrees. That’s when desert dwellers leave the desert and drive to the Colorado River or to the mountains to spend the summer months.

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Fuel consumption and CO₂ emission figures for the Audi SQ5 TDI can be found on page 063.



Smith’s Ranch in Twentynine Palms is one of the last drive-in movie theaters in car-crazed America. Brothers Bill and Harry Smith arrived here in 1923. They drilled a well, planted palm trees and handed out water to travelers so that they could rest in a sliver of shade. And people were glad to come. In 1954, they opened “Smith’s Ranch Drive-In” with room for 330 cars. By day, this is the bleakest patch of earth around. One end of the property holds a huge screen that matches the color, expanse and aridness of the ground it stands on. At night, though, this place comes alive. Here, under the world’s most incredible star-filled night sky, you can watch the latest action films for five dollars. The selection of movies appears to be tailored to the taste of the military families who live here at the neighboring Marine Corps Air Ground Combat Center. “Bang, bang,” is what breaks the desert silence. It was certainly that way in the western screened yesterday. Visit 29drive-in.com for showtimes.



There isn’t much action on Highway 62, which skirts the northern border of Joshua Tree National Park. The road is straight as an arrow, the asphalt in excellent condition. Traffic, such as it is, moves at a fast clip against the imposing backdrop of the Mojave Desert mountains. The area looks lifeless, but anyone stopping at one of the low-slung diners or a saloon soon learns otherwise. At Joshua Tree Saloon, an unruly wooden shack right by the side of the road, there’s live music nearly every day. In America, this type of run-down party spot is known as a “hole-in-the-wall.” It’s where the area’s artists, musicians, rockers and the generally idle drink beer, play pool and eat burgers. Tonight, Ted Quinn’s Merciless Beats will tear the house down. No pity and no mercy. Just like the desert at thejoshuatreesaloon.com

Fuel consumption and CO₂ emission figures for the Audi SQ5 TDI can be found on page 063.

Audi Magazine Spotify Playlist Audi SQ5 TDI

In God's Country

Leslie Stevens and the Badgers – *Flyin’ Shoes*
Johnny Cash – *There You Go*
Randy Travis – *King Of The Road*
Dan Auerbach – *Heartbroken, In Disrepair*
Chris Cagle – *Got My Country On*
Granger Smith – *Miles and Mud Tires*
First Aid Kit – *My Silver Lining*
Emmylou Harris – *Drivin’ Wheel*
Glenn Patrik – *Highway 62 Blues*
Big Smo – *Honky Tonkin*
Keb’ Mo’ – *The Worst Is Yet To Come*
Colt Ford (feat. Nappy Roots & Nic Cowan) – *Waste Some Time*
Danger Mouse & Daniele Luppi – *The Gambling Priest*
Conor Oberst – *Zigzagging Toward the Light*
The Black Keys – *I’ll Be Your Man*
Jack White – *Just One Drink*
Bo Diddley – *Road Runner (Single Version)*
Willie Nelson – *Midnight Rider*
Townes Van Zandt – *Snake Song*
Rosanne Cash – *A Feather’s Not A Bird*
Luke Winslow-King – *The Coming Tide*

https://play.spotify.com/user/audi_magazin
This link will take you to the Spotify playlist. To listen, first set up a free user profile. It's worth it! Look for additional Spotify playlists in future issues of Audi Magazine.

Fuel consumption and CO₂ emission figures for the Audi SQ5 TDI can be found on page 060.

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Audi Magazine

In 1946, a couple of film producers had a western town built in the high desert north of Palm Springs. For a few years, Pioneer-town was where western star Roy Rogers performed his heroic acts of derring-do on the dusty main drag between the saloon, church and various stores. At some point, the dueling came to an end and, in the early 1970s, a certain Francis Aleba and her husband took over the empty tavern and opened the Outlaw Biker Burrito Bar. Apparently, there weren’t enough motorcycle bandits with a taste for Mexican food around, so the establishment closed, and Francis’s daughter Harriet subsequently bought the bar. Harriet’s spouse was named Pappy, so they named their honky-tonk “Pappy & Harriet’s.” That was in 1982, and since then the place has developed into a serious venue for all types of country and western music. If you love country, western, indie, rock or just a great atmosphere, you should turn off at the hamlet of Yucca Valley and drive for about 20 minutes down Pioneer Road until you unmistakably enter the Wild West. The trip is breathtaking and the landscape almost more awe-inspiring than Joshua Tree National Park. The Audi SQ5 TDI powers uphill through the curves as the sand blows on the street in the light of the sun’s last rays. Superior traction is no problem thanks to quattro. It sounds silly—but the driver feels like a cowgirl on 313 horses. Instead of the clatter of hooves, though, she enjoys the sound of the four 255-series tires on the road.

And by the way: that evening, “Far West” and “Leslie Stevens and the Badgers” took the stage by storm. Modern cowboys from mega-city Los Angeles. To find out what’s going on at Pappy & Harriet’s, visit the eponymous website or listen in to radiofreejoshua-tree.com. That’s where the evening’s acts are announced (reservation required—the place is always packed), and anyway, the desert always sounds especially wild on Mojave WiFi. Or as the radio DJ puts it: “Cool sounds of the high deserts.” >>

Audi Magazine

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The 29 Palms Inn, a scant four miles from the entrance to Joshua Tree National Park, is an institution in southern California. Artists, actors and other members of Los Angeles’ bohemian crowd who seek seclusion and a rustic lifestyle come here to relax on weekends. In the small wooden cabins that have great names like Buffalo Burr or Apache Plume and are simply, but tastefully decorated, you can hear coyotes howling and shooting stars falling at night. That’s how quiet it is come nightfall. The palms that grow here look like giant, furry mammoth legs.

The “Oasis of Mara” is the wettest locale in Twentynine Palms and is situated on the premises of the 29 Palms Inn. The Chemehuevi Indians who lived here in the 19th century called this area “Marrah,” which means “land with little water.” Pretty ironic, then, that America’s swimming diva Esther Williams lived here, in one of the driest places on earth. In the early 1940s, she and her second husband operated a plumbing business in Twentynine Palms.

In Desert Hot Springs two sources of groundwater bubble under the town, one with tasty, cold drinking water, and one with a thermal hot spring.

In 1963, Ernie Hahn drilled a well for hot springs which John, Tony and Kermit Arnds then made the centerpiece of a public spa and a few hotel rooms in 1970. Today, the Desert Hot Springs Spa Hotel is still open to day guests. The average age of the people enjoying the bubbling pools seems to indicate that the springs are good for health and promote a long life lived with an enviably good mood and plenty of gold jewelry. But there is something in the area to interest young people as well. Desert Hot Springs is part of the Coachella Valley, where the world-famous Coachella Valley Music and Arts Festival is held each spring. The lineup is breathtaking. Visit the site to check it out: coachella.com.

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“Desert sky, dream beneath the desert sky. The rivers run but soon run dry. We need new dreams tonight. Desert rose, dreamed I saw a desert rose...” In the song “In God’s Country” from U2’s The Joshua Tree album released in spring 1987, Bono and his bandmates sing about the desert. The record is woven through with lyrical references to water and the desert as poetic metaphors for life and death. During their work on the hit album, U2 spent a few days and nights at the Harmony Motel in Twentynine Palms. The famous photo in which the four musicians are standing exactly where we parked our Audi SQ5 TDI has been indelibly etched into the world’s musical memory. There is probably hardly a guest who has not sat on the bed humming “With or Without You” or hasn’t been reminded of “Where the Streets Have No Name” by the noisy highway. Ash, the Harmony Motel’s young manager from India, provides tips on art and music in the region on her website at harmonymotel.com. Would Joshua Tree National Park be as famous as it is without U2?

During our trip, we meet Rachel, a nurse from Boston, who is taking a photography course at Joshua Tree. She wants to capture the landscape in black and white, like the famous video by Anton Corbijn. For U2 and Corbijn both, the Mojave was and is a symbol of the American desert. The quintessential desert, if you will. After spending a week here, we have to agree with Bono and his Dutch photographer.



When the Audi engineers designed the exhaust system of the Audi SQ5 TDI with sound augmentation to enhance the hum of the engine in line with driving conditions and RPM, they might not have been thinking about the Mojave Desert and its many and varied sounds. But it’s the icing on the cake for those traveling in this car. A dry, powerful, masculine sound. And, in a way, the answer to “I Still Haven’t Found What I’m Looking For.” //

Audi SQ5 TDI fuel consumption urban/extra-urban/combined (in l/100 km): 7.6/6.4/6.8. CO₂ emissions combined (in g/km): 179, EU5.

More information
Situating 225 kilometers east of Los Angeles, Joshua Tree National Park can be reached via Highway 62 or Interstate 10. The interstate runs past the south entrance and the highway cuts through Joshua Tree and Twentynine Palms, which are located at the west



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Africa is a continent that
is able to influence
a lot of things in the world.

Use solar, save lives!

Only one in ten people in Africa have access to electric light. Yet light also means access to knowledge, the chance to learn when it's dark outside, the opportunity to go on developing. Evans Wadongo from Kenya came up with an LED lamp powered by solar cells that brings light to the villages. And was included by the Massachusetts Institute of Technology in the list of most influential innovators under the age of 35 for this product.

Katharina Lotter (Interview)& Siegfried Modola (photos)

As a child, Evans Wadongo had to share a kerosene lantern with his brothers when doing homework after nightfall. Besides being expensive, dangerous and smelly, Kerosene provides only a dim, smoky light. Wadongo's eyes were often so irritated by the fumes that he couldn't finish his homework. Classmates failed to complete their education and remained poor partly because they did not have good light. Today, Evans Wadongo encourages others to start their own businesses with the help of LED lanterns that can be recharged by sunlight.

Audi Magazine: Mr. Wadongo, how does an LED solar lantern lead to new business opportunities?

Evans Wadongo: We distribute our LED lanterns through women's groups. When we hand them over, we conduct training on micro-entrepreneurship and instruct the recipients to start saving the money they would otherwise have spent on kerosene. All the members contribute to a group account, which we use to help them establish a business. The businesses don't usually have anything to do with the lanterns—mostly they're agricultural enterprises. For example, several groups of women started a beekeeping cooperative for producing honey. Right now, we are helping them to get into the commercial market.

What inspired you to design these lanterns?

When I was growing up, we didn't have electricity and I wanted to change that. I have been looking for a solution ever since. I started doing experiments with Christmas lights. Using what tools I could find, I worked on an uncomplicated design. The whole idea was to create something so simple that anybody could make it.

Who makes the lanterns?

Our organization is very small, we only have six employees. The lamps are built by people that work almost independently. We create resource centers, working space, where we put in basic equip-

ment and tools and where we train the people about how to make the lanterns. And then they start making them, but they also use the centers to make other products. They are not employed by us but we provide an opportunity and training to enable them to afford a living.

How is the project financed?

We rely on donations and grants. Plus, we ask the women's groups to repay the cost of the lanterns they received from us once their businesses are successful.

And where can we buy your lanterns?

We don't feel it's necessary for you to buy our lanterns because you don't really need them. Instead, we would rather get them to the millions who still lack good light. That said, we are working on holding exhibitions where a few lanterns are sold to collectors to raise funds for our project. We'll need a lot of resources if we're going to help about a million people escape extreme poverty by 2018.

Do you have any other products that fit with your slogan "Use solar, save lives"?

For now, we are just concentrating on the solar lantern because our organization is still in its infancy. But we have plenty of ideas for the future. For instance, a wind and solar generator installed on a truck that can travel to any location. We are calling it "energy rapid" because it would provide power on the go. It would be great if we could combine it with a gas cooking station, water purification systems and basic refrigeration. One of the main problems in terms of healthcare is that in many rural areas vaccines go to waste because there's no power so they can't be stored. We already have everything planned and are hoping to get a pilot off the ground within the next two years.

>>



You live in Kenya’s capital Nairobi—a very cosmopolitan city with impressive growth rates. Why do you think Kenya is doing better than other countries in Africa?

I think it’s because a lot of people realize that education is the only way out of poverty. Many parents make huge sacrifices to ensure that their children go to school. Getting education is a big priority in Kenya. We also have a good number of universities and colleges. As a result, the workforce today is fairly skilled compared to other countries in the region. In fact, our biggest problem is unemployment. There are so many college graduates who don’t have jobs. Geographically speaking, Kenya is fairly central located with good connections to other countries. You can get anywhere from Nairobi. Plus, the middle class is really growing. More and more people have increased spending power, which is attractive to international companies.

Talking about international companies, is doing business with Europe attractive for people in Africa?

Especially over the last few years, it has not been very attractive because of the economic situation in the euro zone. But I think things are different from country to country—in the same way that it’s hard to generalize about the whole of America or Asia. In most of the countries in this region, people tend to look to the United Kingdom, the U.S. and, of course, India and China. The UK has been able to develop business in the region because we share a common language and there are still strong ties from colonial times. But

Nairobi is seeing a lot of innovation in the technological sector, it is branding itself as the Silicon Savannah.

all of that is changing. For instance, there are a good number of people from Germany who come here. And locals prefer machinery and cars from Germany.

What do you think about the image Africa has in Western countries?

I don’t think the image people have of Africa is correct. There is a lot of innovation going on. New and totally unique business models are developing and revolutionizing commerce. Unfortunately, they don’t get the same kind of attention as negative news stories. I’m not saying it’s wrong to cover negative stories because, of course, that’s what sells. But there needs to be a better balance of good and bad news. I think the situation is improving because people are realizing that you can’t just go on ignoring Africa. It’s a

I want kids to know that they can change their own circumstances if they work towards it.

continent with the potential to be very influential. Even the media is changing the way it presents stories on Africa. We have well trained journalists in Kenya who have the skills to work in the international media. We need more of them to present a different perspective on our continent.

Eric Schmidt, Executive Chairman and former CEO of Google, has labeled Nairobi the “maybe Silicon Valley of Africa”. Do you agree?

Nairobi is experiencing a lot of tech sector innovation—they’ve dubbed it Silicon Savannah. While this harbors many opportunities, it’s also important to focus on innovation other than just in terms of IT, the kind of innovation that’s able to drive other sectors of the economy. Whether it’s the media or the financiers—everyone is focusing on the IT sector. In our excitement over IT innovation, we shouldn’t lose sight of sectors that need tackling such as energy, healthcare and education, sectors that are essential to ensuring comprehensive, sustainable growth. In particular as regards Nairobi and Kenya, everything revolves around innovations in the IT industry. In my view, the challenge lies in not ignoring the other sectors beyond that.

Your life has changed dramatically since your childhood days. Does your family still live in the countryside?

Yes, my parents still live in the village and I visit them there. It’s very important for me to be able go back—I don’t want to forget my roots. What’s more, I hope to inspire children and show them that, despite their current disadvantages, they can still go on to achieve the best they can. That’s why I travel within Kenya and around the world. I spend a lot of time talking to kids in schools and colleges. I want them to know that if they set their mind to it, they can change their circumstances. My parents have always been very supportive and believed in me. I drive myself so hard because I don’t believe you have to be the richest person to help others and create solutions for them. My dad is a very selfless person. We didn’t have a lot of money but we always had all the basics for school. He also supported other kids in the neighborhood, too. I learned from my dad that even if you don’t have much, you should still think of others. You don’t have to be rich to do good. //

More on the story
Evans Wadongo was born on March 11, 1986 in the western part of Kenya. Back in 2004, he designed a solar lamp which he called MwangaBora (Swahili for “good light”) and invented the slogan “Use solar, save lives.” In 2009, he graduated from Jomo Kenyatta University of Agriculture and Technology with a Bachelor of Science in electronic and computer engineering. Wadongo was voted one of CNN’s Top 10 Heroes in 2010 and received the Schwab Foundation’s Social Entrepreneur of the Year award for 2011. A year later, he was among the finalists for the inaugural Innovation Prize for Africa and received the African International Achievers Award. In 2013, he was named by The Diplomatic Courier as a Top 99 Under 33 Shaper and appeared on the MIT Technology Review’s list of top 35 Innovators under the age of 35.
sustainabledevelopmentforall.org

A Chinese New Year Open Haus. The Audi way

Audi celebrates the coming of
the year of the goat with
a nationwide event.



With the end of the Chinese Lunar calendar, Audi welcomed the year of the goat with a nationwide Audi Open Haus event in collaboration with Euromobil Sdn. Bhd. The event was concurrently held at Audi Glenmarie, Audi Juru and Audi Johor Bahru, each with it's own unique set of exciting activities and deals.

Audi Open Haus ran from 15th - 28th February, giving Audi enthusiast and owners exclusive limited-time offers, including a 10% discount on selected Audi Genuine Accessories and a free 20-point vehicle inspection. The Audi Open Haus also saw exciting new deals on a range of Audi models including the all-new Audi A3 Sedan and the new A8 L which came with 4 years of free scheduled maintenance.



The highlight of the Audi Open Haus was a talk given by renowned Feng Shui Master, Dato' Joey Yap on 18th February at Audi Glenmarie. In a closed session with a limited number of participants, his talk centred around the prospect of the year of the goat and how to make the most out of Feng Shui for greater prosperity. He also touched on the strongest elements for this year, wood, fire and water, and how they can be harnessed to enhance the Feng Shui of homes.

On the next day, visitors to Audi Glenmarie were mesmerised by spectacular Chinese rainbow calligraphy by Jacky Chow. Unlike the usual calligraphy, rainbow calligraphy uses multiple colours, combined to create beautiful works of art in the form of Chinese characters. It was a great opportunity for visitors to get their own names inscribed in a Chinese rainbow calligraphy artwork for free. Celebrations were also ongoing at Audi Juru and Audi Johor Bahru, where visitors were treated to a great array of festive treats like Chinese calligraphy, dragon beard candy and a paper cutting workshop for children.

The Audi Open Haus was a roaring success and was well received by those that visited the Audi showrooms during the festive period. There's more to come this year with even more exciting events for the Audi enthusiast. //



An excellent outlook



A joyride through Berlin
provided the backdrop for putting the
Audi virtual cockpit
in the new Audi TTS through its paces.

Alexander Batke-Lachmann (copy),
David Fischer (photos)

Driving across the city, be it in Kreuzberg or on the Berlin
Federal Freeway, I keep both hands firmly on the wheel
and my eyes on the road. Practically all functions can be
controlled from the multifunction steering wheel.



It's not just design, but also haptics that come into play here: The seat heating, the air recirculation, the temperature, the distribution and strength of the air flow—they can all be adjusted directly on the circular air outlets.



For that sports-car-on-the-freeway feeling: The especially dynamic view with the centrally positioned rev counter is reserved for the 228 kW Audi TTS.



Berlin's famous landmarks such as the Funkturm are also clearly displayed in the Audi virtual cockpit. In 2D and 3D modes, prominent buildings are rendered using richly detailed graphics.



Revolution
in the
cockpit.

Changing perspectives in the west: After lying dormant for 20 years, the area around Berlin's famous Ku'damm boulevard is really buzzing. The latest go-to addresses include the boutique Hotel am Steinplatz, the Bikini Berlin concept mall and, directly adjacent, the Monkey Bar on the tenth floor of the 25hours Hotel.



The navigation view's 3D mode guides you effortlessly through the urban jungle. It's impossible to get lost here. Even for newcomers to Berlin.

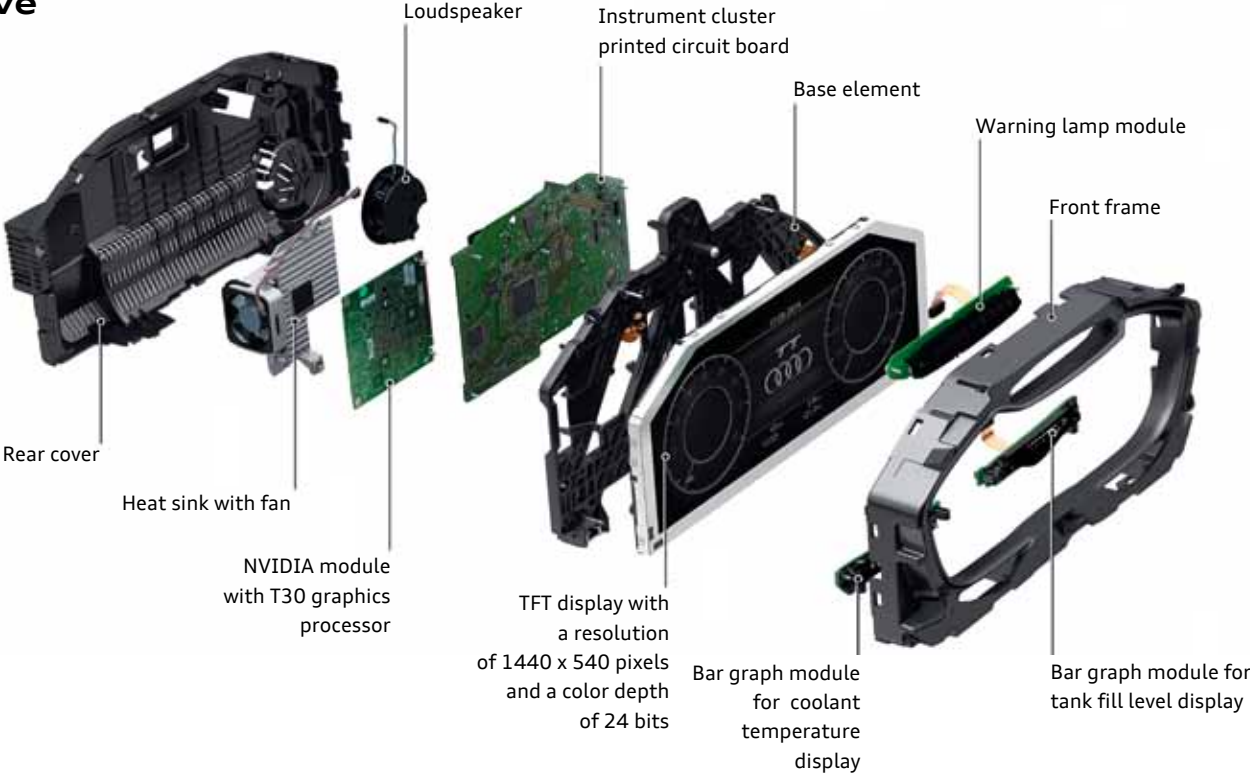




Urban oases: Virtually no other major city has as many green spaces as Berlin. Time for a coffee break in the Princess Gardens, an urban gardening project in Kreuzberg. Here, in the heart of the city, fruit and vegetables are grown in recycled plastic boxes and rice



As the day draws to a close, I make my way to Dr. To in the borough of Neukölln. Today, this Asian tapas bar in the “Reuterkiez” quarter is serving up marinated pork belly, dumplings and salmon ceviche. After that, there’s time for a drink before I set off home on foot. Good night.



Sharper lines, a longer wheelbase and optional Audi Matrix LED headlights—the new Audi TT comes loaded with new features. But the real revolution is in the cockpit.

Sinking into the figure-hugging sport seat and pushing the start button, I already feel like Will Smith in the futuristic Audi RSQ study from the sci-fi movie *I, Robot*. In place of traditional circular dials, a sumptuous 12.3-inch TFT display comes to life: Welcome to the Audi virtual cockpit.

Fully digital and pin-sharp, the instrument cluster combines infotainment and (optional) navigation functions with those of the on-board computer. At the push of a button, the view switches from “classic mode,” which is dominated by the tachometer and rev counter, to “infotainment mode” with plenty of space for functions such as the optional navigation or music selection. A third view featuring a large rev counter in the center of the display is available exclusively for the sporty Audi TTS.



Is all this just sci-fi gimmickry? Not in the least. It’s instantly apparent just how neat and tidy the central console has become. Most buttons plus the navigation display have disappeared. Instead, drivers can now find all key information and functions directly within their field of vision. Instead of fumbling around nervously to scroll through playlists on your cell phone while stopped at traffic lights, you can easily select music or enter your destination into the navigation system via the Audi virtual cockpit, without ever taking your eyes off the traffic. And, best of all, without having to endure the honking of horns from the guys behind, impatient to get moving when the lights turn green. The lack of clutter in the car’s interior is refreshing, and above all the navigation map with its different viewing modes whets your appetite to explore more. When you zoom in and out of the satellite view to find out about a particular location, it’s not unlike playing on a tablet or a cell phone—the difference being there’s nothing here to stop you taking a ride around town on the spur of the moment. At last, the virtual and the real world are together as one. It sure ain’t science fiction. //

Audi TTS Coupé fuel consumption urban/extra-urban/combined (in l/100 km): 9.3–8.3/6.1–5.9/7.3–6.8. CO₂ emissions combined (in g/km): 169–157, EU6. Audi TT fuel consumption urban/extra-urban/combined (in l/100 km): 8.4–4.9/5.5–3.7/6.5–4.2. CO₂ emissions combined (in g/km): 151–110, EU6.

More information

The Audi virtual cockpit combines the functions of a central MMI monitor and conventional instrument cluster in a 12.3-inch TFT display. While the classic view is dominated by the tachometer and rev counter, the “infotainment mode” focuses on additional functions such as navigation, telephone, Audi connect or media. To ensure that valid content is displayed quickly, Audi is the first carmaker to incorporate the quadcore Tegra 30 chip from the NVIDIA Tegra 3 series. The graphics processor generates 60 frames per second so that the needles on the tachometer and rev counter are displayed with total precision.

www.audi.com

Illustration: AUDI AG

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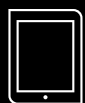


Icon as concept

An Audi TT with four seats and five doors—
at the Paris Motor Show Audi unveiled the
Audi TT Sportback concept. Was it the starting signal
for a possible Audi TT family?



The rear of the Audi TT Sportback concept is focused and sculptural. The one-piece rear lights with vertical separators inspired by the Audi R18 e-tron quattro race car form independent structures.



WWW



Fuel consumption and CO₂ emission figures for the Audi TT can be found on page 087.



The two large elliptical tailpipes of the exhaust system are embedded in the diffuser and linked by a trim.

Starting a family needs thought and careful planning, but the signs are right, things can happen very quickly. With the Audi TT Sportback concept show car, a speedy sports car with four seats and five doors, Audi seemed to be giving a clear hint at the Paris Motor Show of what any new offspring might look like: “With the TT, Audi created one of the automotive design icons of the last 20 years,” said Prof. Dr. Ulrich Hackenberg, Member of the Board of Management for Technical Development at AUDI AG. “In the years since, we have designed our sporty and elegant five-door Audi A5 Sportback and Audi A7 Sportback. In our Audi TT Sportback concept show car, we are now fusing both concepts to form a new member of a potential TT family.”

That sounds promising. The exterior of the show car clearly invokes the design idiom of the classic Audi TT but develops it to a new, sportily elongated sculpture. The strong shoulders of the powerful vehicle body support a low greenhouse that is elongated toward the rear. This is in keeping with the Sportback line implemented by Audi in the Audi A5 and Audi A7 model series. The highly rounded corners of the rear window are a homage to the original TT. Viewed from the side, the wide semicircles of the wheel arches, each of which protrudes by three centimeters, have a superimposed look. The front semicircle defines the edge of the hood, which runs as a sharp tornado line across the doors and to the rear end. The distinctive horizontal lines at the front end of the Audi TT Sportback concept reinforce the broad, sporty look. Bearing the quattro badge on its lower edge, the Singleframe grille “is bolder and more distinct” than on the two-door coupé, explained Marc Lichte, new head of design at AUDI AG, during the presentation in Paris.

The lateral borders of the Singleframe are continued across the hood as swage lines, giving it a sporty contour. All the lines and surfaces of the show car are linked to one another in a logical manner.

Another typical Audi TT design feature are the newly designed headlights with separators that demonstrate a unique daytime running light signature. On the Audi TT Sportback concept, the high-beam spot is provided by laser technology—in each headlight, a module comprising four powerful diodes generates a beam of light that illuminates over a distance of several hundred meters. The laser spot, which is activated at 100 km/h and above, supplements the LED high beam.

The inner values of the Audi TT Sportback concept speak for themselves: The engine, a 2.0 TFSI developing 294 kW at 6,400 rpm, is a four-cylinder high-performance unit with a maximum torque of 350 newton-meters. It has a specific output of 147 kW per liter of displacement. Propelled by this power, the car sprints from zero to 100 km/h in 3.9 seconds.

As a member of the Audi EA 888 engine family, there is a comprehensive package of high-end technology on board for the turbocharged direct-injection unit. The camshaft adjustment on the intake and exhaust sides and the Audi valve-timing system, which varies the stroke of the exhaust valves in two stages, ensure good filling of the combustion chambers. At part load, indirect injection complements the FSI direct injection. The exhaust manifold embedded in the cylinder head is an important component of the thermal management system. >>

Fuel consumption and CO₂ emission figures for the Audi TT, Audi A5, Audi A5 Sportback and Audi A7 Sportback can be found on page 087.



01

The flow of coolant is managed by a powerful rotary slide module.

In order to generate the high power output, the 2.0 TFSI has undergone profound modifications, including special aluminum pistons with an integrated cooling channel and a crankshaft made from ultra-high-strength forged steel. The crankcase consists of a new, high-strength casting alloy and the cylinder head has been designed for the increased gas flow rate. Also redeveloped, the turbocharger builds up a maximum relative boost pressure of 1.8 bar. It contains a mixed flow turbine wheel that is noted for its particularly fast start-up performance.

The force of the engine flows into a compact seven-speed S tronic that performs direct gear changes in a few hundredths of a second. Drivers can let the dual-clutch transmission operate in two automatic programs or take control using the paddles on the steering wheel.

Power is delivered to the road via quattro permanent all-wheel drive. The quattro drive actively controls the distribution of torque between the axles in milliseconds, thus adding to the car's dynamic handling.

In the interior, the instrument panel is dominated by the Audi virtual cockpit which, like on the Audi TT, replaces the conventional instruments and the central MMI monitor as a digital instrument cluster. The passenger compartment as a whole combines the uncompromising sportiness of the Audi TT with the functionality of a five-door sedan. This is underscored by slimline applications on the dashboard and doors, as well as a long center console. Hand-worked seams run along the center console and top shoulder from the front through to the luggage compartment, lending a sporty elegance to the interior. The headlining also features an elegant contour that accentuates the length of the interior. The sinewy, taut lines created by the Audi designers in the interior of the show car closely echo those of the production TT. When viewed from the

top, the instrument panel resembles the wing of an airplane and the five round air vents are reminiscent of jet engines. The controls for the heating and air flow are located on their axes. Omitting the classic air conditioning control panel and the MMI monitor has made it possible to design the instrument panel within a sleek and light architecture that is fully focused on the driver.

The question as to whether the carmaker's family planning will soon result in such impressive offspring going into production remained unanswered in Paris. Following the Audi allroad shooting brake concept (presented in Detroit), the Audi TT quattro sport concept (Geneva) and the Audi TT offroad concept (Beijing), the Audi TT Sportback concept is already the fourth offshoot of the Audi TT family presented by the four rings as a concept study this year. "Which concept goes into production will have to be left open for now," said Hackenberg. Maybe the Frankfurt Motor Show next year will shed more light on the subject. //

Audi TT fuel consumption urban/extra-urban/combined (in l/100 km): 8.4-4.9/5.5-3.7/6.5-4.2. CO₂ emissions combined (in g/km): 151-110, EU6. Audi A5 fuel consumption urban/extra-urban/combined (in l/100 km): 9.9-5.0/6.1-3.8/7.5-4.2. CO₂ emissions combined (in g/km): 174-109, EU5/EU6. Audi A5 Sportback fuel consumption urban/extra-urban/combined (in l/100 km): 10.1-4.9/6.2-3.7/7.7-4.2. CO₂ emissions combined (in g/km): 178-109, EU6. Audi A7 Sportback fuel consumption urban/extra-urban/combined (in l/100 km): 10.0-5.5/6.2-4.3/7.6-4.7. CO₂ emissions combined (in g/km): 176-122, EU6.

More information
Technical details on the current Audi TT model range as well as configuration options can be found at: www.audi.com



02

01 A side view clearly shows the kinship with the Audi TT. Sitting powerfully on the road, the vehicle features short overhangs. The color is Mars Red. 02 The rear seat backrests in the Audi TT Sportback concept can be folded down to allow large objects to be stowed beneath the tailgate. 03 Two slim individual bucket-like seats bring added sportiness to the rear.



03



04

04 The round gas cap is a classic Audi TT reference. 05 In each of the headlights a laser spot (activated at 60 km/h and above) supplements the LED high beam for greater visibility and safety.



05

Photos: AUDI AG



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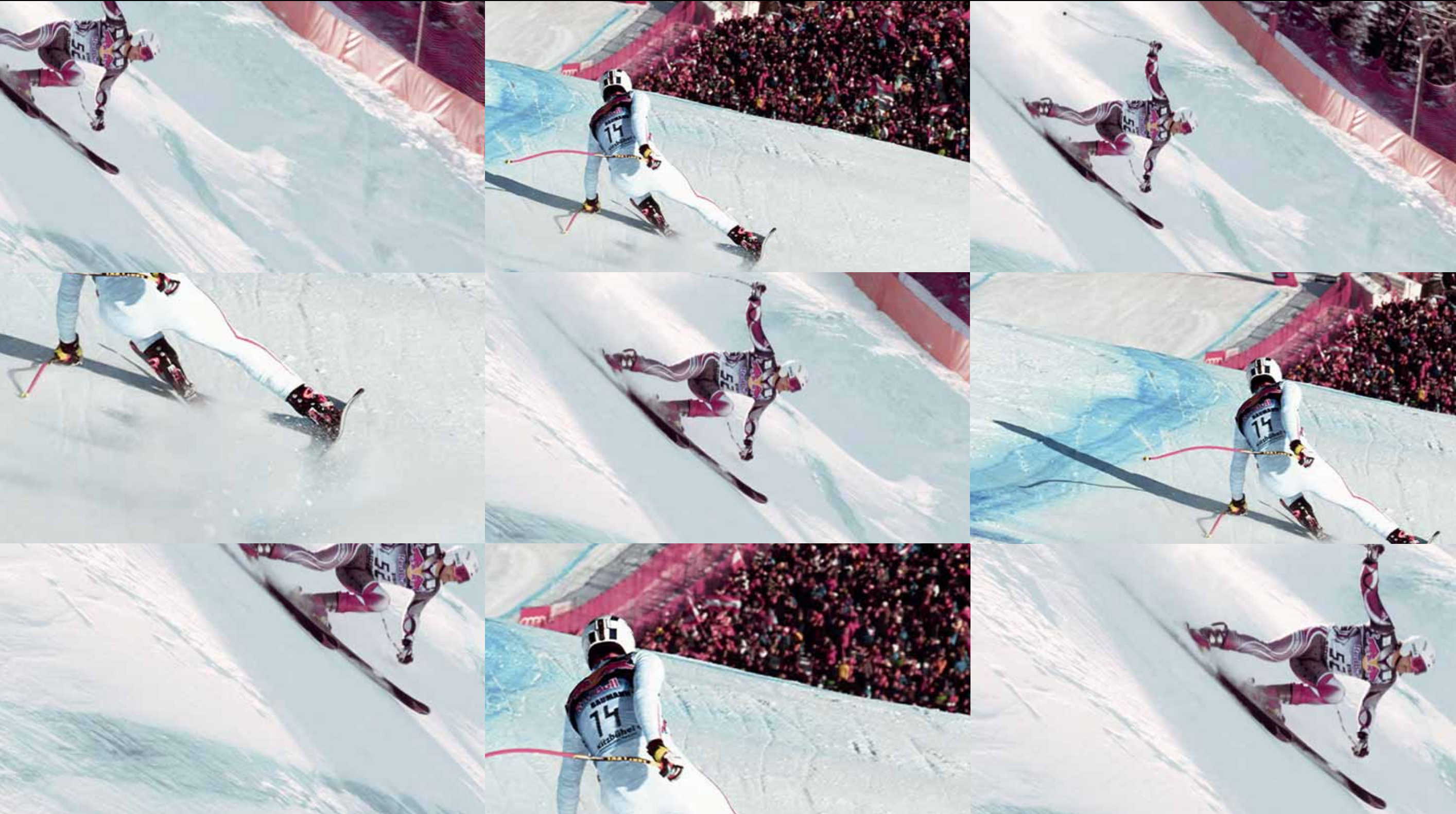
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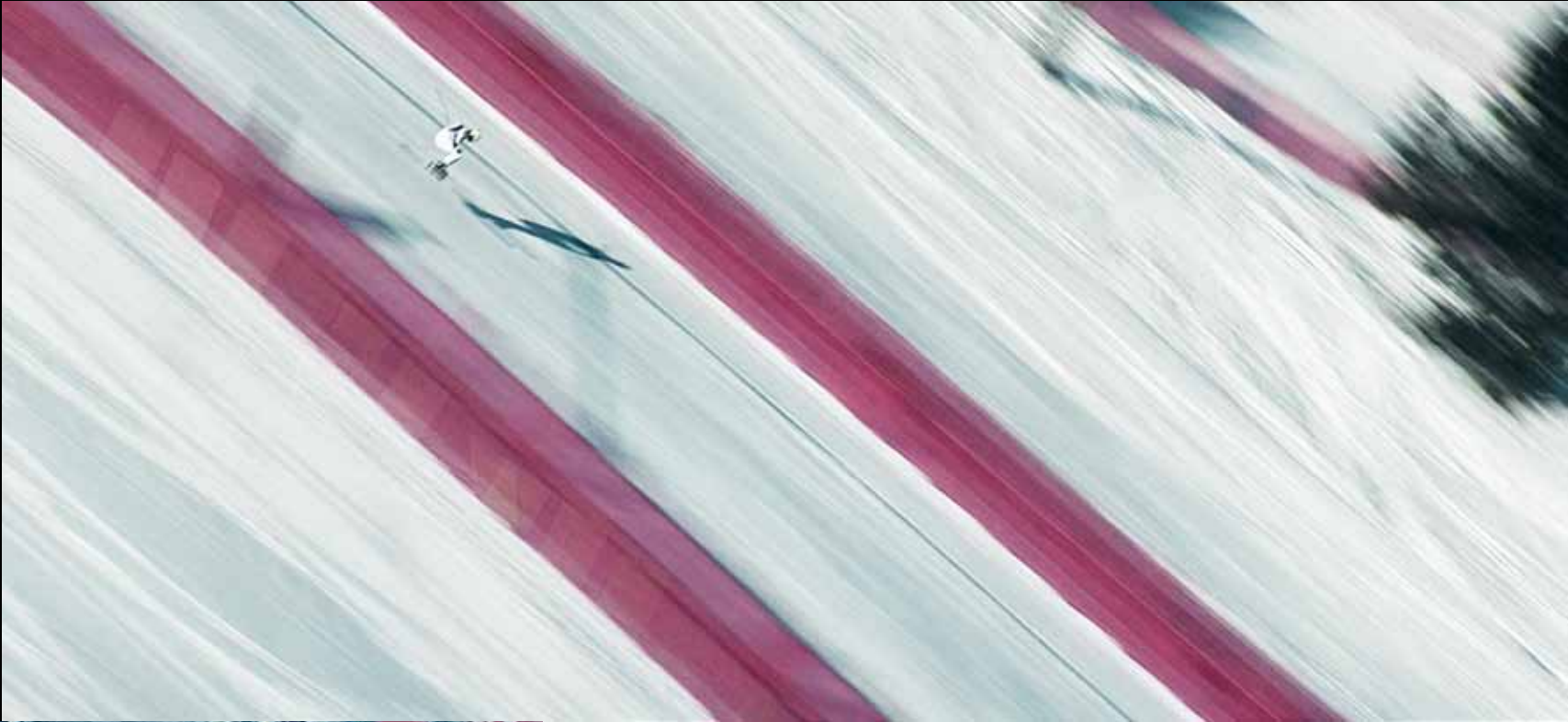


The documentary *Streif – One Hell of a Ride* explores the mystique of the world’s most dangerous downhill race and accompanies six exceptional athletes on their journey from the first training day to the start of the race.

Downhill racers here accelerate from zero to 100 kilometers per hour in just five seconds, face 85 percent gradients in the intimidating Mausefalle section, fly over 70 meters through the air on some jumps and hurtle along the final slope at nearly 145 kilometers per hour.



The Streif ranks among the riskiest and technically most demanding races in the World Cup. The legendary Hahnenkamm races go down the Streif since 1937.



So close: Skiers who make it down the legendary Streif are rewarded with a reception fit for a rock star from the audience of 50,000. In addition to fame and glory, the winner gets prize money of 70,000 Euros.

The extreme challenges, the speed, the glory of victory—they can’t live without them. Skiers who conquer the legendary Streif course during Hahnenkamm weekend in Kitzbühel have been working toward that moment for months, training to the point of exhaustion every single day. To survive this “hell ride” without any bodily harm, they have to be in the best shape of their lives. And to make it down the Streif unscathed, you’ve certainly earned your stripes. Plus, it’s an accomplishment not all athletes are up to. The course is notorious, and a tumble here can cause serious injury.

The preparations required of top-tier athletes for this physical and mental trial are the subject of the documentary *Streif – One Hell of a Ride* by Austrian director Gerald Salmina. In his film, which premieres in Germany on January 15, he has captured all the mystique and spine-tingling emotions of the world’s most hazardous ski race. His camera accompanied six protagonists on their journey from the first day of training to the start of the race: young Austrian hopeful Max Franz, former Streif winner Hannes Reichelt, slalom and giant slalom specialist Marcel Hirscher, Norwegian all-rounder Aksel Lund Svindal, Canadian Super-G World Cup winner Erik Guay and Belarusian alpine skier Yuri Danilochkin. “We want to show the audience how much courage, strength, concentration and stamina it takes to ski the Streif,” Salmina says. “Right before the race, a ghostly silence falls over the start area. The tension and energy are palpable.” The athletes go into a trance—even the tiniest of errors could have life-threatening consequences. >>



The only thing that offers the skiers any sort of protection is a helmet; apart from that, their bodies are completely exposed at speeds of up to 145 kilometers per hour. “A fall on the icy course at this speed is like crashing onto concrete. Anyone who skis down here is aware of the risks and accepts a huge personal responsibility,” Salmina says. The athletes have to be in top physical shape, and need to overcome their fears. They must adapt to changes along the course within hundredths of a second. If their bodies aren’t working perfectly, it can be game over. “The weather often changes overnight. The day of the race is completely different from training,” says Salmina, 49, a former pro windsurfer and extreme athlete.

Wherever there’s such a display of physical prowess, the fans



Since 1991, Austrian director, cameraman and producer Gerald Salmina has been zooming in on the places where athletes and nature go head to head.

are never far away. Crowds of 50,000 spectators flock to this tiny Tyrolean village each year to celebrate the racers as if they were rock stars. “The tougher the race, the better the skiers have to be and the more respect they command. All racers love speed, it’s in their

blood,” Salmina says. “These people are doing something truly remarkable and creating incomparable moments they’ll never forget for the rest of their lives.”

Laying the groundwork that makes these moments possible is also quite a feat, and forms part of his movie as well. To illustrate this, Salmina changes perspective and shows what it means to host the world’s biggest “Alpine rock concert.” Preparing the course is a staggering logistical achievement in and of itself, one repeatedly hampered by fickle weather. Salmina: “Ten days before the race started, there was almost no snow and the Hausbergkante section was still a green field. They couldn’t even make artificial snow because it was too warm.” Just like the skiers, the organizers have to contend with extremes. “At the beginning, they used helicopters to fly snow to the mountain from a depot. That’s amazing logistics! Everyone involved gave their all, the entire time. It goes to show how passionate people are about making the Streif legend happen year after year.” //

Audi: Strong partner at the Hahnenkamm

It is the classic event in the Audi FIS Ski World Cup: The Hahnenkamm race in Kitzbühel. Audi has been a partner on and around the legendary Streif since 2001. Throughout the competition, Kitzbühel is home away from home for Audi. The skiers push off from cutting-edge starting gates whose architecture echoes Audi terminals’ design idiom. Banners, flags, balloons and the backdrop for the award ceremonies, all in Audi livery, underscore the Ingolstadt carmaker’s multifaceted presence at one of the World Cup season’s premier events. Within the context of an Audi driving experience the latest Audi models are called into action. Hahnenkamm weekend traditionally kicks off on Friday with Audi Night. Guests from the world of business, sports and entertainment gather at the Hotel Zur Tenne in the center of town to gear up for the weekend. www.hahnenkamm.com

Photos: Planet Watch; Johannes Stielz/Planet Watch

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In this



issue

As a car driver in the desert landscapes of America, you always feel a bit like the hero of a road movie.

That's maybe because you spend too much time alone on the move.

Sabine Cole (copy)

In road movies, the hero is usually on the run from something—like the law. Either that or they're being pursued by someone like the feds or an ex-lover. The hero has got into some kind of trouble at the beginning, which is why he, or she—sure, that can happen, too—has to flee from those hot on their heels. In most road movies, the list of transgressions gets longer and longer, as does the number of pursuers. If the hero has no money, he has to rob a gas station or take a hostage and, hey presto, the situation just got even more screwballed. But sometimes the hero is on the road just because he has a different opinion from the establishment, and his way of expressing it is to simply take off and try to be faster than the daily grind with its tedious rules and regulations.

The roads in road movies are generally as straight as a die and run through wild, uncivilized terrain where the horizon stretches out far into the distance. As this type of scenery is particularly prevalent in deserts and, at least up until quite recently, most movies were filmed in the U.S.A., American deserts constantly make drivers feel they're part of a road movie.

I'm driving alone in an Audi SQ5 TDI and am experiencing that road movie feeling very strongly at this moment. The sun is high in the sky, then low on the horizon. And I keep on driving and driving past palm trees, cactuses and scree fields. On the radio, I listen to rock or country music and the fiery sermon of a preacher who tells me I have incurred a heavy burden of guilt. There it is—the very reason I need to beat a hasty retreat with my 313 horses under the hood. And when I glance into the rear-view mirror, I can also see my pursuers. Two fierce-looking guys, one of whom is pointing something black resembling a gun barrel in my general direction.

On photo shoots, it can sometimes get pretty boring for the driver of the car that's being photographed. You go for miles, for days on end. Either because the route itself has a certain visual appeal that you'd like to convey through images, or because the distance between two thrilling destinations simply needs covering

at a fast pace. So there you are, alone in your car, while the photographer is sitting together with his assistant in another car because he has to take photos and can't drive at the same time. In other words, the photographer has someone to talk to. The driver of the photo vehicle, usually an editor who only starts writing once the entire trip is at an end—she's left entirely to herself. And her imagination.

A survey of 150 U.S. movies since 1938 conducted in the mid-eighties showed that a certain sentence cropped up in 84 percent of the films: "Let's get out of here." And that percentage is likely to have risen still further since then. Let's just hit the road. Like Bonnie and Clyde, Mad Max, Easy Rider or Thelma and Louise. Just put your foot down, shake off the photo team in hot pursuit and embrace the sun somewhere out west.

"Can you do a U-turn just beyond the next hilltop and head back. We'll stop by the roadside and you keep driving back and forth till we get the right shot." We have walkie-talkies in both cars so that the photographer can give me instructions on what to do and where he'd like to see the Audi SQ5 TDI. So I drive maybe 20 times along a stretch of road about a kilometer in length, to and fro I go. Till the photographer is satisfied. Then we drive on. Till he hits on the next idea for me to execute. Like overtaking when there's no oncoming traffic and driving on the left. Or slowly dropping back so he can take a shot from the front. Or positioning the car under a palm tree. Or next to a cactus. Forward a bit or, on second thoughts, back a bit.

I think to myself, a photo shoot is a road movie. There you are, all alone in a fast car, being followed, without any particular place to go, listening to music. The only difference is that, besides palms and cactuses, there's no one watching you.

Let's get out of here.

//

Photo: Rouven Steinke

Audi SQ5 TDI fuel consumption urban/extra-urban/combined (in l/100 km): 7.6/6.4/6.8. CO₂ emissions combined (in g/km): 179, EU5.

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